7th OECD/Japan Seminar

On

E-Learning in Post-Secondary Education:
Trends, Issues and Policy Challenges Ahead

Organised by

CENTRE FOR EDUCATIONAL RESEARCH AND INNOVATION/ ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD/CERI)

in co-operation with

THE JAPANESE MINISTRY OF EDUCATION, CULTURE, SPORTS, SCIENCE AND TECHNOLOGY (MEXT)

And

NATIONAL INSTITUTE OF MULTIMEDIA EDUCATION, JAPAN (NIME)

5th and 6th June 2001

KKR Hotel Tokyo
1-4-1 Otemachi, Chiyoda-ku, Tokyo

Programme

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Day One Tuesday 5th June

9h00 - 9h30
Registration

9h30 - 9h50
Opening, Welcome
• Mr Teiichi Sato, Advisor to the Minister of Education, Culture, Sports, Science and Technology (MEXT), Japan and Governing Board member of CERI
• Mr John Martin, Director, Directorate for Education, Employment, Labour and Social Affairs, OECD
Session 1: Trends in E-Learning in Post-Secondary Education
Chair: Mr John Martin, OECD

One of the major trends of the globalised economy is the growing transnational knowledge and learning market in post-secondary education. The rapid development of new information and communication technologies (ICT) in education is facilitating the cross-border supply of on-line learning. Universities and private enterprises are increasingly partnering in for-profit companies to meet the demand for on-line learning on a global scale. The CERI/OECD report on “E-learning – The Partnership Challenge” will be available for the participants at the conference.

The aim of the first session is to obtain a general overview of this post-secondary market in the context of lifelong learning and the knowledge society.

• What are the major trends and scale of the post-secondary e-learning market? What are the implications of these market developments for universities and other post-secondary institutions, publishers, e-learning software companies, etc.?
• To what extent have the new technologies changed the demand for post-secondary education? What do we know about student and learner demand for e-learning? Are some subjects more difficult to learn through e-learning? What are the implications for lifelong learning strategies?
• To what extent have the new technologies changed the supply of post-secondary education in terms of learning environment, learning contents, changes and reorganisations of suppliers of education in partnerships at national and international levels?
• What might be the implications of these developments for access to e-learning material? Are we moving towards a digital learning divide?
• Is there a global e-learning market? What are the social and cultural dimensions of education and learning which work against a global e-learning market?

9h50 - 10h30
Key Presentations
• Presentation by Mr Geoffrey Cox, Provost of Cardean University: “Global trends in e-learning in post-secondary education”
• Presentation by Professor Chris Duke, University of Auckland, New Zealand: “Trends in e-learning and lifelong learning”

10h30 - 10h45
Q&A

10h45 - 11h05
Tea / Coffee

11h05 - 11h45
Key Presentations
• Presentation by Dr. Takashi Sakamoto, Director-General, National Institute of Multimedia Education (NIME), Japan: “Trends and issues of e-learning in Japan – University Education Reform Based on Information and Communications Technology”.
• Presentation by Mr Yoshimi Fukuhara, Senior Vice President, goo and E-cube, NTT-X: “What is happening in the global e-learning market?”
11h45 - 12h00
Q&A

12h00 - 13h30
Lunch

13h30 - 15h30
Two parallel workshops (including tea / coffee break)
Themes:
  a) Scope and trends of e-learning policies in post-secondary education
  b) The legislative framework for e-learning
  c) Quality assurance mechanisms
  • Workshop 1: Presentation by Mr Jeremy Stuparich, Assistant Director, Educational Developments Unit, Higher Education Innovation and Quality Group, Department of Education, Training and Youth Affairs, Australia
  • Workshop 2: Presentation by Mr Maurice Gross, Directeur de l’école de formation Centre National d’Enseignement à Distance (CNED), France

15h30 - 16h45
Reporting of the workshop discussions in plenary and short remarks from the Chair

18h00 - 20h00
Reception hosted by the Ministry of Education, Culture, Sports, Science and Technology (MEXT), Japan
KKR Hotel, 10th floor, “Room Zuihounoma”
Day Two Wednesday 6th June

Session 2: e-Learning and Trade in Educational Services
Chair: Mr Jarl Bengtsson, OECD

The development of e-learning is also related to having a set of agreed international rules for trade in educational services. Currently, educational services is one of the topics under negotiation of the General Agreement on Trade in Services (GATS), which is taking place under the auspices of the World Trade Organisation (WTO).

One can distinguish between four modes of supplying educational services across borders: 1) consumption abroad refers to situations where a service consumer moves to another country to obtain the service; 2) cross-border supply of educational services, which is most likely going to be a fast growing market through the use of new ICT’s; 3) commercial presence implies setting up facilities abroad by education providers e.g. “local branch campuses”; 4) presence of natural persons consists of a person (professor, teachers etc.) entering another country to provide an educational service.

The aim of this session is to give an update to the participants on these negotiations, and to discuss its possible impact on supply and demand of post-secondary education. The OECD will also report on the discussions at the OECD Education Ministers’ Meeting, 4th April 2001 on this topic.

• What is the present situation and the key issues discussed concerning in the GATS negotiations on trade in educational services, especially concerning trade in post-secondary education?
• What are the benefits and risks of the liberation of trade in educational services on quality and availability of education services in OECD countries?

9h30 - 10h30
Key Presentations

• Presentation by Mr John Martin, Director, Directorate for Education, Employment, Labour and Social Affairs, OECD, on the discussion at the OECD Education Ministers’ Meeting.
• Presentation by Dr Marjorie Peace Lenn, Advisor to the U.S. Government in the Trade Agreement Negotiations for Education Services and Executive Director of the Center for Quality Assurance in International Education and the National Committee for International Trade for Education on the overview and update of the negotiations on education services.
• Presentation by Mr Paul Cappon, Director General, Council of Ministers of Education, Canada.

10h30-10h40
Q&A

10h40-11h00
Tea / Coffee

11h00 - 12h00
Discussion in plenary
Session 3: E-Learning in Post-Secondary Education: The Challenges of Quality Assurances

Chair: Dr. Takashi Sakamoto, NIME, Japan

Several policy issues are emerging with cross-border provision of post-secondary education through the use of new technologies. One of these is the need to define and establish appropriate systems and processes for assessing competency and knowledge, and for formal assurance of the acquisition of knowledge that takes place outside of the traditional (national) institutional structure. Individuals must be able to rely on credentials, which are portable and recognised in relevant professional or academic environments.

- What are the attempts to develop quality assurance and accreditation systems with cross-national applicability in post-secondary education? What are the barriers?
- What is the potential for developing multiple quality assurance systems according to the following five possible modes of quality assurance control: 1) by the receiving country; 2) by supplying country; 3) international bilateral agreement; 4) international multilateral agreement; 5) hybrid of individual institutions and private sector and/or governments.
- How can the quality of access and “consumer / learner protection” be best ensured as cross-border provisions for e-learning expand?

13h30 - 14h30

Key Presentations

- Presentation by Mr Masato Kitani, Director, Higher Education Policy Planning Division, Higher Education Bureau, MEXT, Japan: “Policy issues emerging with cross-border provision of higher education”.
- Presentation by Mr Salvador Malo, former Secretary General of Universidad Nacional Autonoma de Mexico (UNAM) and representative of OECD/IMHE
- Presentation by Dr Pamela Pease, Co-chairperson of GATE and President of Jones International University

14h30 - 15h00

Tea / Coffee

15h00 - 15h30

Discussion in plenary
Session 4: Policy Issues Ahead and Next Steps  

Chair: Mr John Martin, OECD

In the light of the discussions in the three previous sessions, this session will focus on the key emerging policy issues regarding the developments in e-learning and trade in educational services and their impact on “traditional” post-secondary education.

- What are the immediate and long-term policy issues with regards to e-learning in post-secondary education?
- How can these issues be approached and what will be the roles of the key stakeholders (universities and other post-secondary education institutions, private sector, and policy-makers)?
- In particular, what could be the role of the OECD?

15h30 - 17h00  
Key Presentations

- Presentation by a representative from post-secondary education (Mr Michel Averous, President, Université Montpellier II, France)
- Presentation by a representative from the private sector (Mr Veli-Pekka Niitamo, Director, Global Strategic Resourcing Nokia Corporation)
- Presentation from a policy maker (Mr Teiichi Sato, Advisor to the Minister of Education, Culture, Sports, Science and Technology, MEXT, Japan and Governing Board member of CERI)
- Presentation by OECD on the next steps
  Mr Donald Hirsch, Consultant, CERI, OECD
  Mr Jarl Bengtsson, Councillor, CERI, OECD